WHAT IS CLAIMED IS:

1. A POS system comprising:

advertising information input control means for receiving advertising information;

5   billing amount calculating means for calculating a billing amount based on the advertising information received by said advertising information input control means;

payment confirming means for detecting if payment of said billing amount has been completed;

10   advertising information storing control means for storing said advertising information; and

advertising information sending means for sending said advertising information to a printing device.

2. A POS system according to Claim 1, further comprising:

15   an image input means for reading an image;

and said advertising information input control means receiving an image read by said image input means, as at least part of the advertising information.

3. A POS system according to Claim 1, further comprising:

size input control means for specifying a size of an advertisement containing

20   said advertising information;

and the billing amount calculating means being responsive to the size input control means for calculating the billing amount based on the specified size.

4. A POS system according to Claim 1, comprising a disk drive that stores image files and the advertising information input control means receiving the

25   image files as advertising information from the disk drive.

5. A POS system according to Claim 4, wherein said disk drive comprises a floppy disk drive.

6. A POS system according to Claim 1, comprising a multi-color printer that receives the advertising information from the advertising information sending means and prints the advertising information in at least two colors.

7. A POS system according to Claim 1, further comprising:

check-out information input control means for receiving check-out information;

storing means for storing the advertising information;

advertising information retrieving means for retrieving advertising information stored in the storing means;

printing data generating means for synthesizing the check-out information received by the check-out information input control means with the advertising information retrieved by the advertising information retrieving means, and for generating printing data to be printed as a receipt; and

printing control means for printing the generated printing data according to a predetermined format.

8. A POS system according to Claim 7, comprising size input control means for specifying a size of an advertisement containing said advertising information and wherein the printing data generating means generates said printing data based on said specified size.

9. A POS system according to Claim 7, wherein said check-out information input control means receives customer information;

and wherein said advertising information retrieving means includes selecting means for retrieving one advertising information item from a plurality of advertising information items stored in the storing device, based on the customer information received by the check-out information input control means.

10.   A POS system according to Claim 9, including means for inputting to the check-out information input control means at least one of a customer's age group and gender as the customer information.

11.   A POS system according to Claim 1, wherein said advertising information includes a period for running an advertisement.

12.   A POS system according to Claim 1, wherein said advertising information includes characteristics of an advertisement recipient, said characteristics including at least one of gender, age, and occupation.

13.   A POS system according to Claim 1, wherein said advertising information includes a printing size of an advertisement.

14.   A POS system according to Claim 1, wherein said billing amount calculating means calculates a billing amount based on advertising information including at least one of a period for running an advertisement, a printing size of an advertisement, and one of an advertisement recipient's gender, age, and occupation.

15.   A POS system according to Claim 1, further comprising:

        an input device;

        a display device; and

        a storage device; and

        wherein said display device displays an advertisement in a size that is the same as a printing size of said advertisement.

16.   A POS system comprising :

        an advertising information input controller that receives advertising information;

        a billing amount calculator that calculates a billing amount based on the advertising information received by said advertising information input controller;

a payment confirming unit that detects if payment of said billing amount has been completed;

an advertising information storing controller that stores said advertising information; and

5   an advertising information sending unit that sends said advertising information to a printing device.

17.   A POS system according to Claim 16, further comprising:

an image input device that reads an image;

and said advertising information input controller receiving an image read by

10   said image input device, as at least part of the advertising information.

18.   A POS system according to Claim 16, further comprising:

a size input controller that specifies a size of an advertisement containing said advertising information;

and the billing amount calculator being responsive to the size input controller

15   to calculate the billing amount based on the specified size.

19.   A POS system according to Claim 16, comprising a disk drive that stores image files and the advertising information input controller receiving the image files as advertising information from the disk drive.

20.   A POS system according to Claim 19, wherein said disk drive comprises a

20   floppy disk drive.

21.   A POS system according to Claim 16, comprising a multi-color printer that receives the advertising information from the advertising information sending unit and prints the advertising information in at least two colors.

22.   A POS system according to Claim 16, further comprising:

25   a check-out information input controller that receives check-out information;

a storing device for storing the advertising information;

an advertising information retrieving unit that retrieves advertising information stored in the storing device;

a printing data generator that synthesizes the check-out information received by the check-out information input controller with the advertising information retrieved by the advertising information retrieving unit, and that generates printing data to be printed as a receipt; and

a printing controller that prints the generated printing data according to a predetermined format.

23.   A POS system according to Claim 22, comprising a size input controller that specifies a size of an advertisement containing said advertising information and wherein the printing data generator generates said printing data based on said specified size.

24.   A POS system according to Claim 22, wherein said check-out information input controller receives customer information;

and wherein said advertising information retrieving unit selects one advertising information item from a plurality of advertising information items stored in the storing device, based on the customer information received by the check-out information input controller.

25.   A POS system according to Claim 24, including a customer information input unit that inputs to the check-out information input controller at least one of a customer's age group and gender as the customer information.

26.   A method for billing for advertisements printed on receipts, comprising:

receiving advertising information;

calculating a billing amount based on the advertising information received;

confirming payment of said billing amount calculated; and

storing said advertising information received.

27.   A billing method according to Claim 26, wherein said receiving advertising information step includes receiving image information.

28.   A billing method according to Claim 26, further comprising:

    receiving check-out information;

    retrieving the stored advertising information;

    synthesizing the received check-out information with the retrieved advertising information, and generating printing data to be printed as a receipt; and

    printing said printing data.

29.   A billing method according to Claim 28, wherein said check-out information receiving step includes receiving customer information;

    and wherein said advertising information retrieving step includes selecting and retrieving one advertising information item from a plurality of advertising information items stored in said storing step, based on said customer information received in said check-out information receiving step.

30.   A billing method according to Claim 26, wherein said advertising information includes a period for running an advertisement.

31.   A billing method according to Claim 26, wherein said advertising information includes characteristics of an advertisement recipient, said characteristics including at least one of gender, age, and occupation.

32.   A billing method according to Claim 26, wherein said advertising information includes a printing size of an advertisement.

33.   A billing method according to Claim 26, wherein said step of calculating a billing amount includes calculating a billing amount based on advertising

information including at least one of a period for running an advertisement, a printing size of an advertisement, and one of an advertisement recipient's gender, age, and occupation.

34.   A billing method according to Claim 26, further comprising:

5   displaying an advertisement in a size that is the same as a printing size of said advertisement.

35.)   An information recording medium storing a computer-readable program for performing a method of billing for advertisements printed on receipts, the method comprising:

10   receiving advertising information;

        calculating a billing amount based on the advertising information received;

        confirming payment of said billing amount calculated; and

        storing said advertising information received if payment of said billing amount is confirmed.

15   36.   An information recording medium according to Claim 35, wherein said receiving advertising information step includes receiving image information as at least part of the advertising information.

37.   An information recording medium according to Claim 35, wherein the method further comprises:

20   receiving check-out information;

        retrieving the stored advertising information;

        synthesizing the received check-out information with the retrieved advertising information, and generating printing data to be printed as a receipt; and

25   printing said printing data.

38.   An information recording medium according to Claim 35, wherein said information recording medium comprises a compact disk, floppy disk, hard disk, optical-magnetic disk, digital video disk, magnetic tape, or semiconductor memory.

39.)   A POS system comprising:

an information input terminal;

a server;

and a cash register;

wherein said information input terminal includes:

a display that displays an input menu and a confirmation menu;

an input device that receives advertising information and a confirmation input;

a terminal CPU that transmits said advertising information to said server;

wherein said server includes:

15   an input terminal side interface that receives said advertising information from said information input terminal, and that transmits an ID to said information input terminal;

a non-volatile storing device that stores said advertising information;

wherein said information input terminal further includes:

20   a printer that prints said advertising information and a barcode that represents said ID;

wherein said cash register includes:

a barcode reader that reads said barcode that is printed by said printer;

25   a register CPU that transmits said ID to said server,

wherein said server further includes:

a calculating module that calculates a billing amount;

a server CPU that transmits said billing amount to said cash register;

wherein said cash register further includes:

a display that displays said billing amount;

5 a billing amount payment confirming module that confirms a payment;

said register CPU being responsive to said billing amount payment confirming module confirming a payment for transmitting to said server that said advertising information is to be registered.

40. A method for billing for advertisements printed on receipts, comprising:

10 receiving advertising information from an input terminal;

transmitting said advertising information to a server;

printing a temporary registration containing an ID;

reading said ID;

confirming said ID in said server;

15 calculating a billing amount;

displaying said billing amount;

receiving payment; and

registering said advertising information in said server.

41. An advertising method comprising the steps of:

receiving customer data;

transmitting said customer data to a server;

finding customer target group data in said server corresponding to said customer data;

receiving advertising information from said server; and

25 printing a receipt containing said advertising information data.

42.   A POS system comprising:

an information terminal that receives advertising information and provides a billing amount;

a server that selects advertising information; and

5   a cash register that prints said selected advertising information on a receipt.